El Excentrico

31st Yr./No. 7/October 1980



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XOCHIPILLI DANCE GROUP



Xochipilli (So-chee-pee-lee) is a group of young people dedicated to the preservation and performance of Mexican folkloric culture through the medium of dance.

Formed five years ago under the directorship of Rick Mendoza, the group started as all things in life—without want, without feeling, but full of youthful spirit. Students from various universities, colleges, high schools, and junior high schools in the Santa Clara Valley came together to revive what is left of our folkloric past here in the United States. In those five years, with the assistance of Frank Frausto, who acts as Business Manager, the group has grown and matured, performing extensively throughout the Bay Area.

Xochcipilli meets three times a week for practice at San Antonio Elementary School, Wednesday and Thursday evenings from 7:00-9:00 and Saturday mornings from 9:30-12:00, in addition to performing at various events on weekends. Such events include performing at schools, colleges, churches, senior citizen centers, weddings, fairs, and city events such as Tapestry in Talent. Also, beginning classes are held on Tuesdays from 7:00-9:00 at San Antonio Elementary for those persons 15 years and up who are interested in learning Merican folk dance.

As a non-profit organization, Xochipilli's monies raised through performances, fund-raisers, and donations are not distributed to its members but instead collected in the treasury for the purchase of costumes and props, paying musicians, and other costs. In addition to these costs, it has been possible for half of the members to go to Guadalajara, Jalisco and the other half to go to Merida, Yucatan to learn dancing from well-known teachers of those regions.

This year Xochipilli will receive city funds to implement its "master program" in which master teachers from Mexico will be brought to San Jose to teach the group authentic dances from various regions of Mexico. The group will thus learn directly from the teachers and not second-hand from someone who goes to learn and brings back the dances to teach here.

On Saturday and Sunday, October 11 and 12, Xochipilli will

present its first two-hour program at Montgomery Theater in a salute to various states of Mexico including Yucatan, San Luis Potosi, El Norte, Veracruz, Chiapas, and Jalisco.

El Ballet Folklorico, Xochipilli de San Jose, cordialmente les invitar asistir su programa, *Aires de Mexico*, auspiciada por la ciudad de San Jose. Este programa sera presentado el Sabado, 11 de Octubre, a las 8:00 de la noche y Domingo, 12 de Octubre, a las 2:00 de la tarde en el Montgomery Theater localizado en la esquina de las calles San Carlos y Market en San Jose. Vengan a disfrutar este tiempo con la musiac, canciones, y bailes regionales de Mexico. Entrada sera gratis para chicos y grandes. Para mas informacion, favor de llamar a Ricardo Mendoza, director, al 295-5268.



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Alma mía! . . . La realidad de mi
mundo poético. , se origina,
Oh, misterio . . . en tu dulce
sonrisa, que se prolonga suave
y tiernamente hasta el escenario
marchito y sombrío de mi
existencia.

Es rumor de canciones que vienen
del mar, sobre alas doradas, a
mi mundo rugiente, a postrarse
piadosa, como un beso. de luz,
sobre las rocas dolientes de mis
pálidos secretos.

Es la fuerza, sin fuerza de mi
alma entumecida, al
sentirse cautivo de una extraña
quimera, generando un concierto
de música excelsa con sabor a
misterios del tiempo sin horas.

Es que tú, alma mía !. . . llevas,
una flor que crece a tu sombra
para encontrar en ella el volcán
de la dicha, sobre esta tierra
llena de sol y de lluvia, con
bellos paisajes y sueños de gloria.

Tú, que ves pasar el tropel de
mis penas, desde las ventanas
abiertas de mi corazón, deténlas
sin piedad, para arrebatarle al
espectro que sorprender quiere,
la fé de mi espíritu.

Tú, que eres el arquitecto de las
decisiones, abre tu cavidad a las
cosas esquivas, y con mano
implacable, sepulta las cadenas
que esclavizan la expresión de
mi sentimiento.

Oh, alma mía !. . . Tú que siempre
lloras cuando me ves llorar en
la sombra incrédula,
Ayúdame a llevar el equipaje de
esperanzas, a traves del viaje
de mis sueños.

Y, cantemos entonces; cantemos
al mar, a la novia, cantemos a
la vida, al sol y a la aurora, que
brilla en las cubres nevadas, para
arrancarle al cielo, su
silencio mágico.

Al final, el compás del tiempo
hará su propia estructura para
que el alma de mi alma, pueda
expresar los ecos añejos, de sus
joyas cautivas, que dormidas
quedaron en las poéticas
playas, como un drama . . .
inconcluso.

por KARL R. BERNARD

EXAMEN de los OJOS



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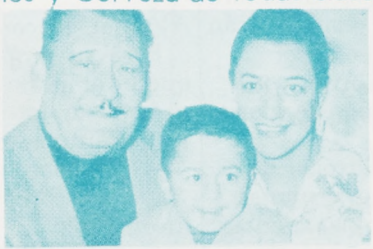
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Dr. Nancy Hunt and Kimberly Dutton, 5 and-a-half, (left), were first to get their feet wet at the "wade-in" that was part of the dedication of a new pool at San Jose Day Nursery, 33 North 8th St. Close behind was Maya Garcia, 4 and-a-half, helped by her father, Richard Garcia, a member of the United Way Agency's board of directors. The pool, designed by Wilfred Blessing, FAIA and Associates, was financed by a Community Foundation of Santa Clara County grant.



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by Paul Curiel

Dr. Ivan T. Hendren / Quiropractico



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THOSE LITTLE VOICES . . .



STILL WHISPER
ABOUT HISPANICS

by ARMANDO RODRIGUEZ

The doctor aimed his flashlight into my ears the other day and reassured me that there's absolutely nothing wrong with my auditory system. So why, I ask, do those little voices persist?

They occur mostly when I'm traveling. Over the past few months, I've heard them in San Diego, in Denver, in Phoenix, in Chicago, in half a dozen other cities.

Sometimes they affect a throaty baritone; other times, they come through in melodious soprano.

But they always say the same thing:

We'd really like to hire more Hispanics, but our requirements are somewhat specialized. Frankly, we just can't find enoug Hispanic candidates to fill the kinds of openings we have.

I experienced a remarkably similar hearing irregularity 10 or 20 years ago. Then the little voices were more metallic, more direct:

We can't find any qualified Mexican Americans.

Or Puerto Ricans, or Latinos, depending on where I was visiting.

In 89.99 percent of the cases then, I didn't believe what I was hearing.

In 99.99 percent of the cases now, I don't believe what I hear.

And I am prepared to bite the bullet.

I challenge any employer to provide me with details on positions for which he or she can't find a qualified Hispanic.

I will locate not one, but more than one. That's my offer.

We are here. We number between 12 and 20 million. In spite of the barriers which we have had to hurdle over the years, we have worked and edged our way into every field and profession. We are engineers, doctors, actors, athletes, bankers, brokers.

In California alone, there are now more than 150,000 of us attending degree-granting colleges. But while 17 percent of the men and women in the national civilian labor force are employed in professional and technical worker positions, only 8 percent of the country's Hispanics enjoy such prestigious, challenging and well-paying jobs.

We have a well-documented habit of migrating to those regions where job opportunities are greatest. Sevven of the nation's eight states with the greatest growth rate in non-agricultural employment over the past 30 years have large and growing Hispanic populations: Nevada, Arizona, Florida, New Mexico, Colorado, California and Texas.

We even, at last, have an astronaut in training.

Yet the national Hispanic unemployment rate in May was 9.8 percent and climbing ,in contrast to 6.2 percent for Anglo-Americans.

The problem today isn't education, location, lack of mobility, or language. It's access.

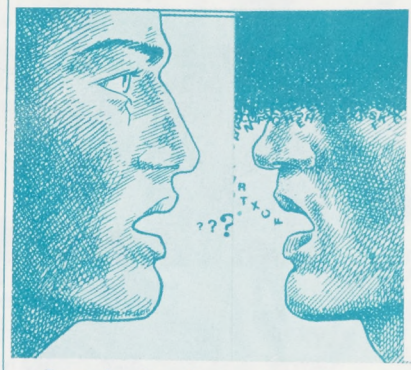
By affirmative action or any other means, qualified Hispanics aren't connecting up with willing employers. We're unemployed and underemployed.

A year ago, a Milwaukee management firm surveyed 3,000 corporate officials—mostly white males—and asked them who they felt had the best chance to progress under their affirmative action programs in the next five years.

Fifty-one percent said women; 21 percent said blacks, 10 percent said Vietnam veterans, 10 percent said the handicapped, and 8 percent said Hispanics.

It's a reflection of the odds Hispanics face in their effort to gain an equal economic footing in this nation.

You've heard my offer.



Just don't ask me for a Hispanic nuclear scientist who'll work for $3.95 an hour. If you can't recruit a non-Hispanic at the wage you're offering, you're probably not offering a competitive wage.

I recognize that many of the voices I hear are sincere voices.

All I ask is the chance to demonstrate that the lyric they chorus is, at best, outdated.

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SAN JOSE—A dazzling array of both song and dance, Desirée Goyette appeared in concert October 4th, at the Montgomery Theatre.

Though this was her first major solo concert, performing in the Bay Area is not new to Desirée. Her angelic voice has captured crowds of over 40,000 singing the National Anthem at San Francisco Giants and San Jose Earthquakes games.

Desirée, a stunning blue-eyed brunette was a featured performer for three seasons at Marriott's Grat America. There she received rave reviews such as, "brightly talented" from Entertainment Critic Stanley Eichelbaum of the San Francisco Examiner.

She is currently a professional model representing the fashions of Macy's, Levi-Stauss, Fritzi of California, and others. Among her television credits are commercials for Northern California Datsun Dealers, and the San Jose Mercury News.

Through her upcoming concert, Desirée hopes to promote even greater interest in her career as a professional entertainer and recording artist. Her program will include selections from Billie Holiday to Diana Ross, as well as several of Desirée's own compositions.

"Nothing can compare to the satisfaction I receive through sharing my talent with others," she explains. "I hope to make them happier and inspire them to reach for their dreams in life."

Desirée is reaching for the stars and invites you to come along.



DESIRÉE

"I wish I'd lived in the '20s or '30s during the days of the Ziegfield Follies," says 20-year-old Santa Clara resident Desiree Patterson. "It would have been fabulous to have been on stage during Ziegfield's elaborate, highly-costumed production numbers," she says with stars in her eyes.

Desiree is living her dream, as best as a youthful soprano might, at Marriott's Great America where she stars among the Great America Singers in a gigantic musical stage production called "Broadway."

The petite, strikingly beautiful brunette is a music student at San Jose State University when she's not on stage. "I like living in Santa Clara County and working at Great America. It allows me to be in a highly professional production without having to travel the country. I like the image of our show, too -- clean cut American kids," Desiree says.



E GOYETTE *in concert*

The shows at the Santa Clara theme park are designed to appeal to a diverse range of interests and age groups, Desiree says, "Children love the music. It's exciting to them. Children love color, change in scenery, lighting and tempo. We put in different color for the adults, too. They look at us and think to themselves how exciting and different it is to see young people smiling and working so hard. I like to think that they say to themselves, 'Well, kids aren't so bad after all.' They appreciate our energy. You see, an amusement park stage show has to appeal to all ages.

Desiree Patterson has a knack about appealing to diverse tastes. Her full soprano voice sends chills through the audience as she fashions a melodic echo in the song, "Sound of Music," and she brings the audience to their feet as she portrays Fanny Brice in a "Funny Girl" number.

At Great America, Miss Patterson has developed dancing skills along with her beautiful voice. She and the 20 Great America Singers tap their way to exhaustion through 45 minutes of non-stop music and dance. Miss Patterson says part of the magic of the show is this non-stop energy. "The thrill of the entertainers performing superhuman, endurance entertaining, that's part of the thrill. That's what makes people want to come. There can't be a dull monent, because we're entertaining children and adults and are in competition with the park's rides. It's a difficult thing to draw people from exciting rides and the outside experience into a theater for almost an hour of sit-down entertainment. If we don't really put out, they'll walk out the door."

It's a challenge to keep a smile on your face through all those shows," Desiree says. "We have and will be doing more than a normal Broadway show does in a season; over 1,000 performances last season to 663,000 people and more this year.

Desiree is a newlywed. She says her husband is her "number one supporter." And she seems to be his top supporter, too. Both Desiree and her husband are active and her job as an entertainer works well with their particular lifestyle. Working at Great America allows her a stable schedule without road shows. "Not really a hardship on a young marriage," she says. Desiree beams as she explains that he's manager of a local retail store.

Marriott's Great America is not the end of Desiree Patterson's career, though she admits great satisfaction at being part of the park's big stage productions. "Some day, I hope to do some recording, perhaps in a year. I'll also have a teaching credential to fall back on. Music will always be part of my life."

"Perhaps it's better that I didn't live in the '20s or '30s," Desiree Patterson reflects "There are so many different opportunites for an entertainer today. And, I'm so grateful to work here and play to these large audiences. The audiences here are probably as big as Zigield ever played to, anyway."

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¿Entonces por que es que la gente se enferma?

¿Porque es que una gente se quiebra un hueso mas fácil que la otra?

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Tuve una caída muy grande y con muchos dolores. Sin poder caminar. Hoy me encuentro muy bien estoy en tratamiento con el Dr. De La Cruz y en tan poco tiempo me siento muy bien.

Gracias Doctor
Elvira Herrarte



Hace algún tiempo sufría de fuertes dolores de cabeza, visité al Dr. De La Cruz y gracias a él me siento como nueva pues a la 3ra visita me desaparecieron por completo, espero que muchas personas puedan decir lo mismo.

Gracias mil Dr. De La Cruz.
Carmen Fablaz

Dr. Arturo G. De La Cruz



OPEN LETTER FROM THE



SAN JOSE MEXICAN-AMERICAN chamber of commerce

Rudy G. Belluomini

What is the San Jose Mexican-American Chamber of Commerce?

The San Jose Mexican-American Chamber of Commerce is a non-profit organization that was created for the following purposes:

1. To promote business, industry, commerce, and culture within the community, for all small businesses.
2. To increase better understanding between the small business man and the community at large.
3. To encourage the full development of resources of the City of San Jose, The County of Santa Clara, and the surrounding trade areas, which will promote and enhance the welfare and up building of the local economic community.

Mexican-American Chamber of Commerce History & Goals

The Mexican-American Chamber of Commerce was originally established in 1973, by a group of community business men to serve the interest of the businessman in San Jose with these goals in mind.

1. To assist existing businesses in expansion.
2. To assist individuals and other social groups in establishing businesses.
3. To further expand our services in assisting on translations, and counseling for international business transactions.
4. To promote the San Jose Mexican-American Chamber of Commerce as a vehicle to promote Conventions and Tourism activities.

Que Es Lo Que Representa La Camara de Comercio Mexicana de San Jose?

Es una organizacion fundada por un grupo numeroso de comerciantes, consejeros, y otros profesioneles de este region—con el propositio y objetivo de:

1. Otorgarle asistencia tecnica al comerciante e individuo de habla espanol en el condado de Santa Clara.
2. Promover mayores y mejores oportunidades en el comercio e industria para miembros de todos los sectores de la comunidad.
3. Generar un completo desarrollo de recursos en la ciudad de San Jose, y el condado de Santa Clara, con el objeto de mejorar y engrandecer las condiciones de la comunidad economica local.
4. Promover mejores relaciones economicas entre los comerciantes y hombres de negocio de habla hispana, entre la comunidad en general y los paises Latinos Americanos.

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* Seria un gran placer subscribirlo como socio a nuestra gran organizacion. Tenga la bondad de comunicarse con nuestras oficinas.

To Our Future Members:

In order to increase better understanding between the businessman, and the Community at large, the Mexican-American Chamber of Commerce of San Jose was organized in the year of 1973, and immediately voted into the National Mexican-American Chamber of Commerce.

We feel the urgent need to encourage and educate the small business members in our community and to have them enter into the mainstream of the economic development by becoming a part of the industry and planning for the betterment of all people of San Jose without prejudice.

Thus we wish to maintain our identity in order that we can act as a voice that has the respect of not only the small business man, but all ethnic groups as well as civic-industrial organizations, for the betterment of everyone in the City of San Jose, and Santa Clara County.

One of our prime areas of emphasis will be to expand our membership. With your help and cooperation, our Mexican- American Chamber of Commerce will greatly improve as we coordinate our efforts to achieve our goals.

Thank you for your support.

Sincerely,

Board of Directors

Commerce Señor Comerciante:

"As a member of the San Jose Mexican - American Chamber of Commerce I would like to invite you to join our group."

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RACHEL BARAJAS



COUNSELORS HELP STUDENTS' SELF DEVELOPMENT

"I want people to have the courage to try things they've always wanted; to make some of their dreams come true," says Rachel Barajas, a counselor at the San Jose Job Corps Center's eastside facility.

That kind of motivating, she said, is what Job Corps does by providing an environment that enables young adults—mainly local Chicanos—to "grow as individuals."

She termed Job Corps a first step, a place where students who previously were "cruising through life" learn what can be accomplished by "committing themselves to something."

"The most encouraging thing to me," explained the Job Corps counselor, "is to see someone who comes in thinking they will never accomplish anything and will always have at mediocre life, and then see them leave with a smile and a feeling that they can make a difference in their life."

A 1976 graduate of the University of Santa Clara with a degree in psychology, Mc. Barajas came to Job Corps a few months after leaving college. She first worked as a resident advisor in one of the program's downtown dormitories, and in 1978 was prompted to her current counseling position.

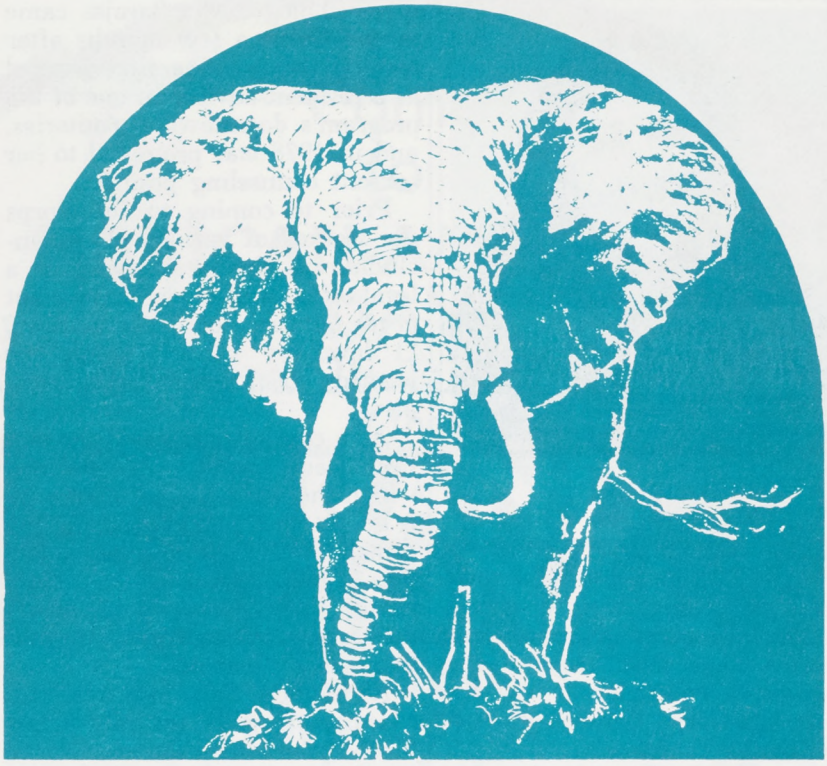
Prior to coming to Job Corps she worked at various places, including in the retail field, in a legal office, and in electronics, but never felt satisfied. Now she says, "I love my work," which she termed "fast, varied, and complex."

As a counselor she said she sees herself as a friend to the students, which she defined as a person who is honest with them, questions and confronts them if necessary, and trys to make them "be aware and think" about their actions, but at the same time always supports them as a "person."

A lifelong San Jose resident, Ms. Barajas grew up only a few blocks from where she now works. She has a sister in San Francisco, a brother who is with the Census Bureau in San Jose. Her father, Ramon, is a roofer, and her mother, Beatrice, recently became a medical assistant.

"I used to go home form Job Corps and tell my mom stories about the students and their accomplishments," she said. "It made her aware of what she might be able to do." As a result she found a local training program suited to he needs, Operation SER, and there she earned her high school equivalency diploma and then completed difficult training as a medical assistant.

Now the counselor can use her mother as an example when she tells students, "Nobody is ever a failure; some people just aren't ready yet."



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CET FIESTA. . . .





The Center for Employment Training held its thirteenth annivversary fiesta with skill displays, banners, cultural entertainment and food booths which were representative of CET's diverse ethnic population. Sunday, September 7, 1980 once again marked a commemorative date in the local history of San Jose. Over 10,000 people celebrated the foundation of CET, which offers skill training and human development in over 24 skills. There were games, music, mariachis, a dunk tank and special children's entertainment—provided by San Juan Bautista Child Devevlopment Center.

The official program included various govvernment representatives, the CET Board of Directors, Anthony Soto, Chairperson; and Mr. Russell Tershy, Executive Director. During the program San Jose's Mayor Janet Gray Hayes presented a resolution and noted that the culmination of CET's week, which was declaed from September 1 to September 7, was definitely representativ of the effectiveness of the organization it commemorated. Supervisor Dom Cortese, presented a resolution. He has been one of the very early supporters of the program and its philosophy. Congressman Norm Mineta presented Mr. Russell Tershy and Anthony Soto with a flag in commemoration of CET's longevity. Mr. Jim Caudillo, was also present as a representative of Mr. Ray Marshall, Secretary of Labor. Ruth Anne Frakes, Varian Associates, and President of CET's Industrial Advivsory Board presented the guest speaker of the day, Mr. Lamond Godwin, Director of National Programs, Department of Labor. He was very inspirational and commended the Center for Employment Training for delivering what it promises, especially in this economic hard times. The Master of Ceremonies was Rigo Chacon, South Bay Bureal Chief ror Channel 7.

After the official program, over 10,000 people anxiously awaited Little Joe Johnny y La Familia's performance. It was a sight to see—when the headliners, Little Joe and Johnny, arrived to delight San Jose with their distinct cound. It was evident that people attending the program thoroughly enjoyed the multiethnic composition of the talent which unselfishly donated their services: Xochipilli de San Jose, The Black Theatre Workshop, Los Ninos de Aztlan, Camachaca, Sampaguita Dance and Musical Group—many thanks!



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PERSONALIDADES

por CARLOS GOMEZ

Amables Lectores: Ahora nos toca hablar de un Caballero que es muy conocido en todas las esferas sociales, pues se trata de nuestro particular amiga Santos Villalba mejor conocido por Blocker, que desde Alpine, Texas, vino a California a la edad de 13 años habiendo terminado sus estudios secundarios en la James Lick H.S. y que desde el año 1956 y precisamente en la misma escuela conoció a su querida esposa Alicia, le gusta mucho el football y jugaba con los Santa Clara Apaches. Muchos de Ustedes preguntarán cómo vino el nombre de Blocker, pues sto se debió al gran artista de televisión de Bonanza Dan Blocker Sol Ross State y este gran artista fue el que lo bautizo con el mote (de estimaci6n) de Blocker, tiene dos hijos: Eduardo 21, Bert 14; conocido hombre de negocios tanto como sus hermanos David, Jorge y Jacobo Villalba hombres ampliamente conocidos en el norte de California. Blocker se dedica a la compra y venta de propiedades así como el famoso cocktail lounge del número 1246 al E. Santa Clara, donde todas sus amistades pasan ratos de solaz esparcimiento. Blocker ha intervenido en 3 películas, "El perdón de la hija de nadie," "Cada Parchada" y "Tres contra el destino", además su famoso negocio se ha convertido en el foco de atención de todos los artistas, personas muy conocidas de nuestra comunidad así como infinidad de profesionistas y clubs del norte de California y se ha sabido captar el cariño y la simpatía de todos los que conocen este lugar además Blocker siempre ayuda a toda la comunidad de habla hispana; cuando llegó a



La Pareja más popular de San José Blocker y Alicia Villalba.

California trabajó en los canerías y en las cosechas de la fruta y sobre todo como persona de negocio siempre han sabido tratar a todas sus amistades y clientela en general con la misma atención tanto a las altos autoridades de San José como a todos sus amistades y nos da mucho gusto saber que personas como Ellos que se han formado a base de su propio esfuerzo, además Blocker Hall es el foco de atración de artistas y políticos, habiendo sido anfitriones del Lic. Jilberto G. Pompa del departamento de Justicia de los Estados Unidos en su reciente visita, así como de los artistas, Leo Dan, Julio Alemán, Kin Clave, Federico Arriaga, América Martín, Lupita Ortiz, Norma Herrera, El Pichi, Yolando del Rió y muchos más, así como productores y Directores de cine e infinidad de cantantes de reconocido valía como Pablo Galván, Pepe Corona, Víctor Buelna el fantáástico dueto de las Rancheritas de Lidia y Patsy, Mike Treviño, Angel Jasso el Guero Federico, Tony Ahumada, Maclovio Contreras, Las Fronterias y muchos ortos que por el momento se nos escapan de la mente.

MARQUETA DEL VALLE & LADY FAIR MARKET

Tiendas de la Gente/The People's Market





Anita Duarte, proprietress of Lady Fair Market at 860 White Road is inviting you to come by and meet Domingo "Mingo" Galardo, the new manager of the Meat Department at Lady Fair. Although Mingo is new to Lady Fair he is by no means new to the butcher business or to the eastside, having worked 20 years with a prominent butcher shop in east San Jose. So come in and ask Mingo to Cut it Special for your dinner tonight!

Tony Castro, retiring butcher is seen welcoming Mingo to Lady Fair. Good luck Tony and welcome to Mingo.

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